

Be Wise and Shrewd Enough To Compare and Consider

Remember, please, this year is a fore-door year for automobiles, and, with this fact in mind, compare and consider quite closely what the many 1911 models exhibited at the Madison Square Garden Show really are.

Don't be fooled or misled. Look for yourselves and note the effects of fore-doors being added, at the last moment, to left-over open-front bodies. The result is a botch and easily discernible.

All we ask is an actual comparison; and when this is made it will be found that the OVERLAND cars stand in a class by themselves.

The 1911 OVERLAND line is a fore-door line pure and simple, designed as such and built for what the cars are represented to be.

And what is more to the point, the WILLYS-OVERLAND COMPANY is prepared to make actual deliveries of these most, modern models in the immediate present and not in the dim future.

In buying a car for present or future delivery insist on a real fore-door model.

The finest fore-door models—like the OVERLAND—have the flush bodies, giving six inches more room in each seat. They have the straight lines, which give impressive appearance. Note how every curve and line in an OVERLAND shows the car's up-to-dateness.

We still make open-front cars for those who desire them. But the OVERLAND LINE for 1911 is a fore-door line—built and designed as such; not old models equipped with fore-doors as a happenstance.

Space No. 17, Madison Square Garden

New York Office, 1599 Broadway
Phone 8741 Bryant

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The Willys-Overland Company

TOLEDO, OHIO, U. S. A.

(Licensed Under Selden Patent)

AMONG THE AUTOMOBILISTS

LONGENDYKE TO MANAGE INDEPENDENTS.

One of Palace Show Promoters Is Put In Charge of New Organization—Other Officers Elected. Ohio's Trip to End Today—Some Views on Selden Case.

Hierbert Longendyke, one of the promoters of the recent automobile show in the Grand Central Palace, was chosen yesterday as general manager of the newly incorporated Automobile Manufacturers Association of America. Announcement also was made of the election of other officers for the organization. President, Col. Theodore A. Campbell of the Imperial Auto Company, Jackson, Mich.; first vice-president, William S. Jones of the Ohio Gas Engine Company, Philadelphia, Pa.; second vice-president, Prof. Warren S. Johnson of the Johnson Service Corporation, Milwaukee, Wis.; treasurer, William J. Mills of the H. H. Babcock Company, Watertown, N. Y.; assistant treasurer, Carl E. Johnson of the Johnson Service Corporation, New York City; secretary, C. W. Kelsey of the C. W. Kelsey Manufacturing Company, Hartford, Conn.; assistant secretary, J. L. Robinson, New York City. Executive committee: Messrs. Campbell, Carl Johnson, Kelsey, Jones and Louis J. Bergdoll, the last named of the Louis J. Bergdoll Motor Company, Philadelphia, Pa.

It was also announced at the conclusion of the session in the Manhattan Hotel that the association's primary object, aside from gaining a better understanding in its own ranks, was to induce fair competition and foster trade among automobile dealers all over the country rather than fight any existing motor car bodies. Particular attention will be paid, it is said, to Philadelphia, Pittsburgh, Kansas City and Minneapolis. It was given out officially that an automobile show will be held a year hence in the new Grand Central Palace.

The Ohio car that is on a transcontinental journey from this city by the three coast route is expected to arrive in San Francisco today. E. L. Ferguson, representing the A. A. A., who is one of the party, has sent back word to say it has been the most strenuous tour of his entire existence. Information received from the party will be compiled in book form for distribution and filed with other road research data with the A. A. A. The car is on its way from Los Angeles on the final leg of its 4,000 mile trip. The journey was accomplished without breakage or serious mishap, and the members of the party feel they have accomplished much in accomplishing a journey of 4,000 miles.

A despatch from Guy W. Finney, one of the party, says: "During the Colorado River desert was the most dreaded part of the coast to coast journey because of the miles of desert and almost total absence of water. At Blanding, Ariz., where the party crossed a Colorado River, they stopped half a day to repair the car. The party of twelve, including the driver, who had been stranded with his family three days, was in despair when the Ohio car arrived."

On January 17 the regular monthly meeting of the Electric Vehicle Association of America will be held in the Engineering Societies Building, 29 West Thirty-ninth street. The featured lecture will be "Latest Development in Electric Vehicle Batteries," a paper to be presented by Bruce Ford of the Electric Storage Battery Company, W. P. Kennedy of the Standard Electric and F. L. Simpson of the New York Transportation Company will discuss the paper.

"Any idea," said Sales Manager Benson of the Cadillac company, last evening, "that the patent on the Selden patent is the only patent in the world which is not being fought by the company and others, said yesterday."

The decision which has just been reached by the Circuit Court of Appeals of the United States in the Selden case has been reached by the Circuit Court of Appeals of the United States in the Selden case has been reached by the Circuit Court of Appeals of the United States in the Selden case.

The car that has put an end to repair bills

The Valveless Amplex

No valves, no overhauling, no timing, no adjusting, no repairing, no cranking

The Motor Cranks Itself

Guaranteed continuously so long as it remains the property of the original purchaser.

From two to seventy-five miles an hour, without shifting a gear or touching the clutch.

"AMPLEX" owners never spend any money for repairs.—See the car and learn why.

Madison Square Garden Show—Space 53

S. J. WISE AND COMPANY

Telephone 8371 Columbus

Brooklyn and 58th Street

FOLLIE LEVY SCORES.

Odona's Crack Sprinter Beats Harrigan at Juvarez.

JUVAREZ, Mexico, Jan. 10.—While four of the six favorites were beaten at Terrazas Park today, no outsider got home in front. All of the events falling to well played horses. The two-year-old race, which opened the card, was won handsily by Colosse, the winner of the Santa Clara stakes a few days ago. Bessie Frank, the favorite, also being beaten out today by Great Frigate.

The fourth event was looked upon as the star feature, as Harrigan and Follie Levy were meeting under a moderate scale of weights. The bookies laid even money and take your pick against the two cracks. Though right at the post Odona fully dropped to a 10 to 1. It turned out an easy contest for her, as after John Griffin II. did away with two lengths from the 30 to 1 shot, Napa Nick, who beat Harrigan out very handsily.

The summary: First Race—Three furlongs—Colosse, 118 (Laid), 2 to 1, won; Great Frigate, 130 (3 to 1), second; Bessie Frank, 112 (5 to 1), third. Time, 0:34.45. Polly Pearl, Minkie, Vaselet, Ella S., First Star and Wootter also ran.

Second Race—Six furlongs—Vaselet, 104 (Laid), 2 to 1, won; Bessie Frank, 120 (3 to 1), second; Ella S., 114 (4 to 1), third. Time, 1:28.35. Odona, Count the Oros, Soda and Soda also ran.

Third Race—Seven furlongs—Vaselet, 104 (Laid), 2 to 1, won; Bessie Frank, 120 (3 to 1), second; Ella S., 114 (4 to 1), third. Time, 1:38.35. Odona, Count the Oros, Soda and Soda also ran.

Fourth Race—Five and a half furlongs—Follie Levy, 114 (Laid), even money, won; Napa Nick, 100 (Laid), second; Harrigan, 115 (Laid), third. Time, 1:28.35. Odona, Count the Oros, Soda and Soda also ran.

Fifth Race—Six furlongs—Robert, 104 (Laid), 2 to 1, won; Tom McGrath, 116 (Laid), 3 to 1, second; Thelma, 109 (Laid), 4 to 1, third. Time, 1:28.35. Odona, Count the Oros, Soda and Soda also ran.

Sixth Race—One mile—Florence A., 101 (Laid), 2 to 1, won; Bessie Frank, 112 (Laid), 3 to 1, second; Napa Nick, 100 (Laid), third. Time, 1:48.35. Odona, Count the Oros, Soda and Soda also ran.

Seventh Race—Six furlongs—Robert, 104 (Laid), 2 to 1, won; Tom McGrath, 116 (Laid), 3 to 1, second; Thelma, 109 (Laid), 4 to 1, third. Time, 1:28.35. Odona, Count the Oros, Soda and Soda also ran.

Eighth Race—Five and a half furlongs—Follie Levy, 114 (Laid), even money, won; Napa Nick, 100 (Laid), second; Harrigan, 115 (Laid), third. Time, 1:28.35. Odona, Count the Oros, Soda and Soda also ran.

Ninth Race—Six furlongs—Vaselet, 104 (Laid), 2 to 1, won; Bessie Frank, 120 (3 to 1), second; Ella S., 114 (4 to 1), third. Time, 1:28.35. Odona, Count the Oros, Soda and Soda also ran.

Tenth Race—Five and a half furlongs—Follie Levy, 114 (Laid), even money, won; Napa Nick, 100 (Laid), second; Harrigan, 115 (Laid), third. Time, 1:28.35. Odona, Count the Oros, Soda and Soda also ran.

Eleventh Race—Six furlongs—Vaselet, 104 (Laid), 2 to 1, won; Bessie Frank, 120 (3 to 1), second; Ella S., 114 (4 to 1), third. Time, 1:28.35. Odona, Count the Oros, Soda and Soda also ran.

Twelfth Race—Five and a half furlongs—Follie Levy, 114 (Laid), even money, won; Napa Nick, 100 (Laid), second; Harrigan, 115 (Laid), third. Time, 1:28.35. Odona, Count the Oros, Soda and Soda also ran.



The Shadows Behind the Exhibits at the Automobile Show

As you go through Madison Square Garden this week, you will see exhibition spaces of equal area.

To this extent the Show puts all manufacturers on an equality. No Company is permitted to engage any more space than other companies.

But please remember that in and behind these equal spaces there are unequal things.

In each space are displayed different cars. These cars are not equal. Some offer greater values than others. Careful comparisons will soon convince buyers of this fact.

And behind the spaces there are shadows which are not equal. The shadows of men; of factories; of resources; of organizations.

If you think of buying a car these shadows behind the spaces mean more than the exhibits themselves.

Behind the Chalmers Exhibit is the shadow of a factory which has cost more than \$3,000,000 in buildings and equipment. It is a factory of more than 750,000 square feet of floor space. It is a new factory. It has the most modern machinery. It is built of steel and concrete, to last for a long time. It has light, well ventilated, clean work rooms throughout. It is a beautiful and perfectly equipped place for men to work.

Within this factory is an organization that inspires confidence. It seems to us that in certain respects—notably in the business experience, the abilities, the youthful energy, the ambition and the ideals of the men who own and manage the company, the Chalmers organization is not equalled by any other.

When we decided to go into the automobile business in a big way in New York, we considered more carefully than any individual buyer ever could the merits of many cars and many organizations. It takes a lot of capital to carry on this business in New York. We had half a million dollars and our business future at stake.

We decided to handle Chalmers cars because they represented quality at a medium price. But more especially we decided to handle the Chalmers because of the Chalmers organization.

We took this agency because we were convinced that the men at the head of the Company could and would do what they said they would do, namely, build the best cars in their price classes. They have never failed to do that.

Another part of the shadow behind the Chalmers Exhibit is that wonderful thing called Reputation. A something gained by right policies rightly followed. A something that is the result of quality in the goods and the service that goes with the goods.

New York buyers are the most critical in the country. They have used cars longest. They know the most about them. They demand the most. New York demands, and takes, the best that's going in every line.

Yet for three seasons more Chalmers cars have been sold in the metropolitan district than any other medium priced car. The New York 1910 business was double our 1909 business and our 1911 business will be nearly double our 1910 business.

We have sold cars to that class of people to whom price does not have to be an object. These people did not buy Chalmers cars because of price. They bought them because in these cars they found the quality which they demand. No doubt they were glad to get such cars at such prices, but the big point is that they are people to whom quality is the main thing—who will have quality regardless of the price.

We think the Chalmers Exhibit is as interesting as any in Madison Square, yet we ask you to think of the shadows behind this Exhibit and of those behind other exhibits—the unequal things that stand behind the equal spaces and make some cars, more than others, worthy of your investment.

Carl H. Page and Company

Broadway at 50th St., New York City, N. Y.

"We Guarantee the Service."

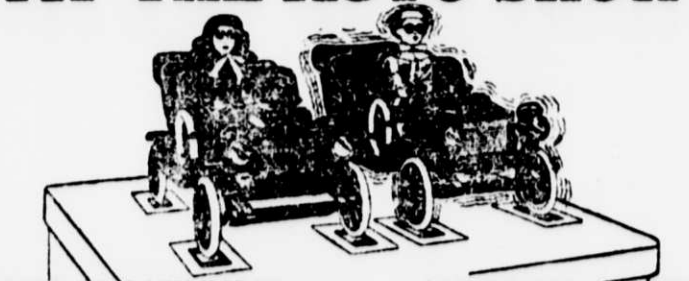
Bruns Auto Company

Bedford Ave. and Fulton St.
Brooklyn

Paddock-Zusi Motor Car Company

Newark, New Jersey

SEE 'EM AT THE AUTO SHOW



MISS SMOOTH RIDER MR. ROUGH RIDER

When you visit the show, note the large number of leading cars that have the

Truault-Hartford
"SHOCK ABSORBER"

as regular equipment. You'll find such cars as these have been Truault-Hartford-equipped at the factory:

| | | |
|------------|--------------|----------------|
| PACKARD | PIERCE-ARROW | THOMAS |
| OLDSMOBILE | GARFORD | COLUMBIA |
| CHADWICK | RAMBLER | STEVENS-DURYEA |
| AMERICAN | APPERSON | HALLADAY |
| ETC. | ETC. | ETC. |

Then see Miss Smooth Rider and Mr. Rough Rider in our exhibit at Madison Square Garden and you will know why.

If you believe in motoring in comfort you will pronounce this exhibit the hit of the Show. And incidentally, don't fail to see

THE HARTFORD AUTO-JACK, "A Crackerjack"
HARTFORD SUSPENSION COMPANY

EDW. V. HARTFORD, Pres.

New York Branch, 212-214 W. 88th St.
MAIN OFFICES AND FACTORY, JERSEY CITY, N. J.

HAYNES

Cars of the Haynes Type

are not intended to appeal to those who look to first cost for their purchases. Its sales are almost entirely among the more expert class of buyers, men who exercise the utmost care with respect to those parts of a car that the intelligent buyer seeks for gratification.

The bargain feature, so to speak, in the purchase of a Haynes, comes in the first cost. The first cost has been met from Two Thousand Dollars for the smaller car to Three Thousand Dollars for the larger car. The cost of the car is all with COMPLETELY equipped.

The more minute you examine the work on these cars, the more you will understand why their competition is almost wholly among the higher priced cars.

SEE THESE SUPERB CARS AT SPACE 114 GARDEN SHOW

HAYNES AUTOMOBILE COMPANY
NEW YORK BRANCH, 1715 Broadway
Brooklyn Agent, Jos. D. Houck, 1001 Bedford av., Brooklyn, N. Y.

Since 1908. In that year the league was broken up at the close of the season and was not re-formed until this year. To-night's game will take place in the Columbia gymnasium and promises to be a hard fought contest. Columbia is now tied for the lead in the first Intercollegiate League basketball game that has been played in this city.